



# WIC Works HEADLINES

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*WIC Works Headlines* is published every two months by the WIC Works Resource System. WIC Works is a joint project of the USDA Food and Nutrition Service, USDA National Agricultural Library, Food and Nutrition Information Center and University of Maryland, Department of Nutrition.

*On the other side:*

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To contribute to WIC Works  
Headlines contact:  
jschneid@nal.usda.gov

## What's New at WIC Works

The WIC Works Resource System is an on-line center striving to meet all your WIC information needs. New links and items are added everyday. Check back often to see what's new. Is signing on to WIC-Talk still on your to-do list? Why not visit the web site and sign on today. <http://www.nal.usda.gov/wicworks>

Check out these new items in the Sharing Center.

- ◆ The Pennsylvania Obesity Prevention Modules are a series of modules for use with all children ages 2 years and older. This series of 7 topics focuses on increasing physical activity and decreasing television time. WIC participant education sheets, written in English and Spanish, are also available. [http://www.nal.usda.gov/wicworks/Sharing\\_Center/statedev\\_PAModules.html](http://www.nal.usda.gov/wicworks/Sharing_Center/statedev_PAModules.html)
- ◆ The Oregon Sustainable Outreach Tool Kit includes outreach activities that are grouped into three sections of a pyramid. The kit also contains information on social marketing theory and its place in designing sustainable outreach strategies. [http://www.nal.usda.gov/wicworks/Sharing\\_Center/Sustainable\\_Outreach\\_Tool\\_Kit\\_OR.pdf](http://www.nal.usda.gov/wicworks/Sharing_Center/Sustainable_Outreach_Tool_Kit_OR.pdf)
- ◆ The Alabama WIC Outreach Commercials market WIC to potential participants, especially working families. [http://www.nal.usda.gov/wicworks/Sharing\\_Center/statedev\\_ALcommercials.html](http://www.nal.usda.gov/wicworks/Sharing_Center/statedev_ALcommercials.html)

Do you have materials to add to the Sharing Center? Send us an email [jschneid@nal.usda.gov](mailto:jschneid@nal.usda.gov)

## Searching the WIC Works Database

So you're ready to search the WIC Works Database at <http://peaches.nal.usda.gov/wicworks/wicdrill.asp>. To do a simple search just enter your term in the first box, click on the "submit query button" and let the database do the work!

For a more refined search combine your keyword with any of the four categories listed. A search results page is displayed listing the matching hits. The retrieved records contain basic information on the resource. You can then click on the title of the resource for more detailed information. The records also include related

subjects that can be searched by a click of the mouse.

Here's an example: If you were to do a search on "group counseling," this will result in 6 records. From this search results page you have several options 1) scroll through your results, 2) click on the resource title for more details, and 3) search within the related subject areas. The related subject areas in this case include: Nutrition Counseling/Education, Counseling Methods/Techniques, Group Counseling, and Facilitated Group Discussion. If you click on these subject

headings, you can retrieve all records in the database grouped under that topic. By doing this you have the option to expand your original search without actually having to retype anything.

We encourage you to use the database often. We all know that practice makes perfect and we hope that you will find what you need quickly and easily. We welcome your feedback and questions at the e-mail address provided on the query page.

Happy searching!

# BRIGHT IDEA

Are you hosting a state WIC meeting or are you providing training to your local WIC staff? Would you like to include information about WIC Works in your staff education update. The bookmarks (see right) are available from the WIRS. Please make your request several weeks ahead of time to allow for printing and mailing time.

Did you know that WIC Works and the Food and Nutrition Information Center have resource lists on various topics available?

WIC related lists include:

- Childhood Obesity
- Food and Nutrition Fun for Children
- Infant Nutrition and Feeding Resource List

- Nutrition and Learning Resource List
- Nutrition During Pregnancy and Breastfeeding,
- Nutrition During Pregnancy and Breastfeeding Resource List for Consumers
- Online Food and Nutrition Education Programs for Adult Learners, Health Professionals, and Students
- WIC Materials in the Collection at the National Agricultural Library from 1995-2001
- WIC Works Food Safety Resource List

To order hard copies email your request:

[fnic@nal.usda.gov](mailto:fnic@nal.usda.gov)

or to view full text versions :

[http://www.nal.usda.gov/fnic\\_pubs\\_and\\_db.html](http://www.nal.usda.gov/fnic_pubs_and_db.html)

Because Nutrition is Everybody's Business

Open your hearts to the



- ♥ WIC Talk
- ♥ WIC Sharing Center
- ♥ WIC Learning Center
- ♥ WIC Reports & Studies
- ♥ WIC Topics A-Z

<http://www.nal.usda.gov/wicworks>

The WIC Works web site includes:

- a searchable database of WIC related training materials
- an online discussion group (WIC-Talk)
- full text state developed educational materials
- web links to hundreds of resources for the persons working in the WIC program
- online learning modules  
*Coming soon!*

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## Reading Readiness in WIC

Did you receive the most recent mailing from the WIC Works Resource System? If so you received information focusing on Reading Readiness in WIC.

The mailing included the *Reading to Children's Fact Sheet* from the Texas Dept. of Health/Clinical and Nutrition Services, the *Reading Readiness Resource List* and the *Food and Fun for Children Resource List* from the Food and Nutrition Information Center. You can see copies of these resource lists on the web at at: [http://www.nal.usda.gov/fnic/pubs\\_and\\_db.html](http://www.nal.usda.gov/fnic/pubs_and_db.html)

A letter was included from Roberto Salazar, an Administrator for the Food and Nutrition Service (FNS). In it he states, "Early childhood reading readiness is a key component of President Bush's education agenda, "No Child Left Behind."

The First Lady has also expressed an interest in encouraging reading readiness activities in the WIC Community. In support of this interest, FNS has established the *WIC Healthy Children Ready to Read Partnership* to promote early childhood reading through WIC agencies.

To view links and other information about reading readiness go to our topics page: [http://www.nal.usda.gov/wicworks/Topics/Reading\\_Readiness.html](http://www.nal.usda.gov/wicworks/Topics/Reading_Readiness.html)

